INTEROFFICE MEMO

Date: Feb. 5, 1998

To: KAMs, AMs, DMs, SRs

From: Lori MacWilliams

Subject: Salem Teartape / 2nd Quarter Program / FSC 11-B

CONF. CALL

RESPONSE DUE FEBRUARY 16, 1998

As follow up to my letter of Jan. 28, 1998, regarding 2nd Quarter Workplan, enclosed are Stub Worksheets for Salem which must be reviewed and adjusted to reflect your needs. KAMs & AMs will receive worksheets for their respective Chains, SRs will receive worksheets for Independent Accounts.

In referencing page 2 of the FSC letter, please keep in mind that only those accounts meeting the criteria indicated will appear on the worksheet. This is true for both Chains and Independents. Therefore, if the KAM or AM determines that all stores in the Chain should participate, but the worksheet indicates only a portion of the Chain has met the requirements, it will be necessary to make a note on the worksheet i.e.: "all stores to participate - allocate 2 cartons of each style to all stores". For individual account changes, please enter the desired quantity of cartons in the "Revised Stub Quantities" column. This number should reflect the number of cartons **PER BRAND STYLE** that you would like the account to receive, i.e.: If you enter a "2" this equates to a total of 8 cartons (2- FF85, 2- FF100, 2- LT85, 2- LT100).

Please keep in mind that this promotion will be worked each month for the remainder of the year.

Worksheets must be returned to the ROU, attn.: Salem Teartape ASAP but no later than February 16, 1998.

Please do not hesitate to contact your Manager or myself if questions. Thank you in advance for your attention to this request.

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